

TABLE 3b. RECENT BUSINESS FEEDBACK *Business names removed per confidentiality agreement.*

“Our ombudsman was very accessible and extremely timely with construction updates.”

“The enthusiasm and business consulting was much, much more than we expected.”

“Our consultant was very professional, very courteous, and very generous with his knowledge.”

“Insight to additional business opportunities!”

“Prompt consistent follow-through.”

“Thanks - very impressed with the knowledge your consultant has - he is spot on!”

“Great energy - Great ideas!”

“We benefited most from the consultant’s “on point” meetings that really forced us to stop and evaluate our business potential.”

“I have enjoyed working with the MainStreet people so far. Everyone is knowledgeable in their work and easy to communicate with. Thanks to all!”

“The consultant was a joy to work with. His vast knowledge and experience was most beneficial to draw from. His advice was very helpful and we have already implemented many of his recommendations. It was a pleasure to work with him and we would highly recommend him to other restaurateurs.”

“The consultant helped us to brainstorm ideas and to encourage us to put those ideas into action. She energized us!”

“I have a company that has been in business in Tucson for over 70 years and during the time I have been in charge, 50 years, I have never been as pleased with this kind of service.”

“Your consultant has a head full of business information and walked me through a sound business strategy.”

“Your consultant did a great job for us. He showed us many ways to increase the visibility of the business.”

“The consultation was a gift of great value to the company and will guide many of our future decisions.”

“I am writing this to let you know how beneficial and helpful the RTA MainStreet Business Assistance has been for our new business.”

“The representatives were very professional and helpful in many aspects of our business.”

“Our sales have increased in the otherwise declining economy and we feel this is due in part to the RTA MainStreet Business Assistance program.”

“Your consultant was incredibly helpful!”

“Kudos on your MainStreet program. It could not be more successful, important or beneficial.”

“This consulting service has been very beneficial to me and my business.”

“Thank you all for this service. You have no idea how much you have helped.”

“All services were exceptional. Thank you for everything.”




“This entire program is beneficial to succeeding. More businesses should definitely participate. I am sorry my time is over and thank everyone for this great program.”

“You have an outstanding team and I have sincerely appreciated all the support.”

● assisting small business

# MainStreet

## Program Summary



MainStreet Small Business Assistance Program Summary

Program Description

The MainStreet Small Business Assistance Program (MainStreet) is a regional small business assistance program that focuses on minimizing the construction impact on the business community along all Regional Transportation Authority (RTA) projects. Local jurisdictions have used the MainStreet program since its inception on all RTA projects.

Impacted businesses are eligible to receive third-party consulting prior to construction, during construction, and put the business in the position to be more successful beyond construction.

Consulting services include an informational liaison, a construction ombudsman and general business consulting. These services are provided at no cost to the business.

MainStreet has determined that businesses can be successful during transportation construction projects by following two proven steps that are validated by national studies and direct experience. The steps are:

- Effectively and consistently communicate to the businesses both before and during the project
- Help businesses directly plan for and act on elements that may negatively impact them during the project

Background

In May 2006, Pima County voters approved the RTA 20-year plan, which included a business-friendly element known as the MainStreet Business Assistance Program. MainStreet was launched in 2007 and has played a vital role in transportation improvement projects. An estimated 10,000+ businesses are located within a ¼-mile of the RTA projects included in the \$2.1 billion plan. As businesses become aware of a roadway improvement project, they tend to have many concerns and needs leading up to and through the construction of the project. A few include:

- Communication
- Design Considerations
- Access
- Preparedness
- Empathy
- Planning
- Maintaining Revenues
- Project Information
- Signage
- Accommodations
- Issue Resolution
- Timing
- Positive Cash Flow
- Growth Opportunities

Minimizing Construction Impact on Businesses



Program Highlights

- Since 2007, MainStreet has logged over 31,000 business liaison, ombudsman and consulting visits
- Provided outreach to over 4,500 businesses, representing 70,000+ employees
- Provided services on over 50 regional projects
- Provided confidential consulting services to 410 companies
- Developed proprietary business assessment software which objectively determines consulting recommendations and consulting hour allocation
- Produced over 500 unique deliverables to affected businesses at no cost to them
- Received hundreds of positive testimonials from business owners and managers (see Table 3, page 7 and 8)

Program Mission and Activities

MainStreet’s mission is to help businesses struggle less and prosper more during transportation projects by providing information, facilitating communication, offering business resources and consulting services.

The key activities of MainStreet during all projects are as follows:

- Implement the public communications plan and its revisions as directed by the managing jurisdiction
- Ensure a clear face-to-face point of contact for businesses in the project area
- Introduce the many benefits of utilizing the MainStreet business assistance program
- Promote and support positive relationships between local government and the business community based upon availability, respect, trust and tangible results
- Support managing jurisdiction objectives and actively find solutions for every problem

TABLE 3a. RECENT BUSINESS FEEDBACK Business names removed per confidentiality agreement.

“Thank you for helping us become a better company and allowing us the opportunity to grow during construction.”

“The consultants were great to work with and understood what I was trying to accomplish.”

“This is an excellent and extremely helpful program.”

“This was a very valuable and productive experience from start to finish.”

“We were so pleasantly surprised and grateful for your assistance.”

“I could not be happier with the help I received from the program.”

“They provided us with a wealth of information and were able to make us see our business through new and different eyes.”

“Your consultant has been an asset to us that we can never begin to repay.”

“The consultants are great to work with...they know their stuff and share it gladly.”

“Very happy with this service.”

“We found this program extremely valuable and wish to thank you and the program originators for a job well done.”

“The value of the final presentation and materials supplied was immeasurable.”

“I feel the program was a benefit to our firm.”

“We had a great opportunity to look at the business as a whole and figure out what exactly we needed to improve on in order to get to our goals.”

“Marketing needs went far beyond our expectations.”

“I would like to take this opportunity to thank you for the wonderful assistance and support we received from your consultants.”

“With your guidance our committee was able to accomplish in a few sessions what we would have continued to struggle with for an unforetold length of time.”

“I appreciate your expertise and time.”

“The overall business assessment was quick, straightforward and very informative.”

“You have an outstanding team and we have sincerely appreciated all the support!”

“We feel very lucky to have discovered MainStreet and we very much appreciate all you have done on our behalf.”

“Definitely a worthwhile service to small businesses! I highly recommend it!”

“It has been an enlightening experience and a pleasure to work with such remarkable people.”

“You guys are great...thank you so much.”

“Everyone has gone above and beyond what is required and I am very grateful for that.”

“Friendly, professional, excellent at communicating their ideas...and they were all great ideas!”

“Thank you for all you have done this past year.”

“We would like to thank the RTA Small Business Assistance Program for considering the needs of small business such as ours.”

“Your ombudsman was a pleasure; very effective, very thorough through some challenging circumstances.”

“Provided useful recommendations and mitigation strategies.”

“Your consultant was very creative and has a gift for helping others exercise their creative muscles.”



TABLE 2. RECENT DELIVERABLES

Formal Business Assessment	Customized Access Mapping	Team Dynamics Evaluation Workshop	“True Colors” Workshop
Business Plan Development	Promotions Plan	Monthly Sales Tracking Report	Strategic Plan Development and Presentation
Cash Flow Analysis	Strategic Marketing Plan	Restaurant Operations Manual	Employee Satisfaction Assessment
Budget Planning	Hispanic Bilingual Target Marketing	Operations “Dashboard” for Professional Practices	Job Description Development Process
Merchandising Training	Work Order Training Report	Medical Practice Costing and Pricing Guidelines	Fundraising Strategy Development
Business Turnaround Plan	Restaurant Training Manual	Business Roles and Responsibilities Workshop	Non-Profit Board Training and Development Strategy
Job Costing/Sales Development and Training	Key Indicator Efficiency Report	Commercial Property Investment Strategies	Commercial Property Management Guidelines
Profit and Loss Statements and Analysis	New Product Cost Analysis	Restaurant Evaluation Report	Fundraising Collateral
Retail Signage Plan	Strategic Operations Plan	Business Event Planning	Brochures and Catalogs
Inventory Control	Startup Plan	Management Decision Making Workshop	Advertising Campaign
Construction Readiness Plan	SWOT Analysis	Non-Profit Donor Development Strategy	Competitor Profile Analysis
Business Valuations	Off-site Marketing Display	Keirsey Temperament Workshop	Secret Shopper
Newsletter Design	Tagline Development	Website Assessment	E-mail Campaign
Business Association Development	Team Building	Cash Flow Projections	Public Relations Plan
Branding Strategy Development	Targeted Customer Identification	Client Dues Tracking Module	Questionnaire and Feedback Surveys
Business Plan Review	Positioning Plan	Family Business Dynamics Workshop	Domain Name Research
Sales and Inventory Tracking Report	Strategic Planning	Sales Forecasting	Direct Mail Campaign
Succession Planning	Media Event Plan	Employment Contract Development	Media Training
Presentation Training	Mission Statement Creation	Monthly Sales and Tax Summary Report	Smartphone Web Design
New Product Marketing	Direct Marketing Materials	Inventory Tracking Report	Image Packaging
Vision Statement Creation	Presentation Training	Customer Work Order Summary Report	Website Redesign
Time Management Plan	Customer Database Development	Sales Process Tracking Tools	Media Kit
Customer Loyalty Program	New Website Creation and Training	Lease Contract Development	Non-profit Association Development
Business Mentoring and Coaching	Logo Design	Multi-product Breakeven Analysis	Advertising Design
Management Plan	Media Buying Review	Customer Tracking Report	Press Release Development
Social Media Marketing	Product Mix Analysis	Technology Planning	Restaurant Menu Design
Employee Manual	Graphic Standards Manual		Product Photography
Communications Plan	Executive Management Styles Workshop		A-Frame and Banner Design
Search Engine Optimization	Vendor Work Order Summary Report		Accounting Software Training
Opportunity Analysis	Target Market Profiling		
Grand Opening Plan			

- Demonstrate a professional service-focused relationship with owners and managers
- Provide the three “I’s” (Introduce, Inform, and Invite) using approved project materials
- Regularly update the business database with all outreach notes and changes in contact information, including emails
- Provide latest contact information and emails to the local jurisdiction for project communications
- Facilitate issue resolution for businesses during planning, design and construction phases
- Provide tools, tips, services and resources to lessen project construction impacts and improve long-term business growth opportunities
- Provide complimentary consulting services to businesses that request and qualify for them
- Offer appropriate referrals to organizations and agencies
- Provide workshops that target pertinent business topics (i.e. construction readiness, financial improvements, social media, etc.)
- Provide additional consulting services for businesses that are relocated due to the project
- Assist in the selection of business representatives on jurisdictional transportation citizen advisory committees
- Aid in groundbreaking and ribbon-cutting ceremonies which bring attention to businesses
- Attend project team meetings, open houses, weekly construction meetings and other key community meetings for the project to fully understand the project, history, decisions, impacts, schedules, construction, etc. for the major benefit of the businesses in the project area

MainStreet Team

The MainStreet Team provides to all improvement projects their demonstrated experience through many years of working in the public transportation sector. MainStreet’s internal support includes experience in construction mitigation, consulting, business ownership, business planning, transportation planning, strategic planning, communications/marketing/branding and journalism. These RTA/PAG staff help oversee the success of the program:

Internal Support

- Britton Dornquast**, RTA MainStreet Program Manager  
**Jim DeGrood**, RTA/PAG Director of Transportation Services  
**Jeremy Papuga**, RTA/PAG Director of Transit Services  
**Rob Samuelsen**, RTA/PAG Chief Financial Officer  
**Sheila Storm**, RTA/PAG Communications Director  
**Philip Cyr**, RTA/PAG Graphic Design Manager

Consulting Team and Experience

The current MainStreet consulting team is assembled from a pool of qualified, independently contracted small business consultants with a combined 45 years of construction mitigation experience and over 200 years of business consulting. Each contractor provides services in most business disciplines and prides themselves on the diversity of the consulting deliverables and work products created for their business clients (*see Table 2, page 6*).

- Susan Allen** - Allen & Associates Creative Services  
**Ricardo Esquivel** - Bilingual/Bicultural Business Solutions  
**Priscilla Fernandez** - Up Front Business Consulting  
**Andrew Gordon** - A La Carte Restaurant Solutions  
**Gail Holan** - Curves Graphic Design  
**Ralph and Marcia Robinson** - BusinessScape  
**Steve Taylor** - SAT Business Consulting  
**Michael Tucker** - Social Mobile Buzz  
**Jan Waukon** - SkyHouse

Project Tasks

General Assumptions

1. The managing jurisdiction will provide MainStreet with regular project updates that may include project schedules, final design plans, open house invitations, traffic control plans, committee meeting agendas, meeting minutes, project mapping, etc.
2. The managing jurisdiction will provide MainStreet with a project fact sheet and a rendering of the final design of the project.
3. A MainStreet representative will be an active member of any project-related team.
4. A MainStreet representative will attend regular project team meetings, construction meetings, and public meetings.
5. The selected MainStreet informational liaison/construction ombudsman will be the principal contact for businesses within the project boundaries.
6. All business information shared between MainStreet consulting representatives and project-area businesses is to be kept confidential.

TASK 1: Informational Liaison

MainStreet liaisons will disseminate initial project information and introductory program materials directly to the businesses in the field and return with key updates while the project is under planning and design. The designated liaison also updates business information in the MainStreet database in order to ensure receipt of future project mailings and email blasts. Informational liaisons offer MainStreet’s services on

every visit. Materials and handouts given on these visits may typically include:

- Project Fact Sheet
- Future Improvements Map
- Important Project Contacts
- Anticipated Timelines or Schedules
- MainStreet Program Brochure
- RTA Brochure
- Open House Invitations
- Pre-construction Open House Invitation
- Utility Coordination Timeline
- Press Releases
- Groundbreaking & Ribbon-Cutting Invitation

**TASK 2: Construction Ombudsman**

During project construction, the ombudsman will help get the most current construction information to the businesses, and help facilitate construction-related issue resolution that may affect day-to-day business. The ombudsman visits businesses in the primary area regularly and also provides project schedules, traffic control plans and other pieces of helpful information. Businesses will be encouraged to call their MainStreet ombudsman 24/7 or the MainStreet hotline (520) 838-4352 if they have questions or concerns. The ombudsman provides:

- Project Updates
- Utility Coordination Updates
- Construction Scheduling
- Traffic Control Plans
- Issue-Resolution Triage

**TASK 3: Direct Consulting**

Complimentary direct consulting services will be offered by the informational liaison and the construction ombudsman as part of their visits. If these services are accepted, a pre-consultation intake is scheduled and performed, followed by a consulting health assessment of the business where the type of direct consulting needed is determined as well as hours allocated. MainStreet contracts with business consultants to guide the business to develop unique solutions and deliverables (*see table 2, page 6*), which is designed to improve the overall health of the business.

**TASK 4: Business Resources**

MainStreet will offer its Construction Readiness Strategy Planning sessions along with various tip sheets on what to expect during construction projects, how to prepare, how to effectively communicate during construction and how to work with the media. MainStreet will offer its Small Business Success workshops, which are free to any business on any of the projects, past or present. MainStreet also offers additional specialty consulting modules in social media, customized access maps, A-frame signage/banner design, Hispanic marketing, secret shopper, restaurant server training and website design.

MainStreet updates and publishes a Regional Small Business Resource Directory listing information that’s helpful to operate businesses in southern Arizona. This free publication containing over 2,500 resources is available online. Categories include:

- Business Support
- Finance
- Human Resources
- International Business
- Management and Learning

- Marketing, Advertising and Public Relations
- Media
- Operations
- Technology

**TASK 5: Special Event Management**

MainStreet will assist in providing the groundbreaking and the ribbon-cutting ceremonies for all future RTA-funded projects with its jurisdictional partners. MainStreet also will provide the project team with assistance in project-related event planning in the areas of elected official coordination, business coordination, event materials, catering, talking points, media release generation, and setup assistance the day of the event.

**Insurance Requirements**

MainStreet’s consulting team carries insurance as described in the RTA Contract for Professional Services.

**MainStreet Project Status**

See (*Table 1 on page 5*) for a current list of transportation improvement projects that began in 2006 and have either been completed, are under construction or will be in the future. All projects listed have been assigned to MainStreet to offer standardized program and consulting services which help minimize the impact of road construction to the businesses as required by voters of Pima County.

TABLE 1: MAINSTREET PROJECT STATUS - 2013			
Location		Lead Agency	
<b>Completed Projects</b>		<b>Projects Anticipating Construction in 2013</b>	
Twin Peaks Rd: I-10 TI to Linda Vista Blvd		ADOT	
Broadway Blvd / Alvernon Way Intersection		City of Tucson	
Wilmot Rd / Park Place Intersection		City of Tucson	
Mountain Ave: Ft Lowell Rd to Roger Rd		City of Tucson	
Houghton Rd: MAC Way / Mary Ann Cleveland Intersection		City of Tucson	
Kolb Rd / Golf Links Rd Intersection		City of Tucson	
Craycroft Rd / Grant Rd Intersection		City of Tucson	
Ft Lowell Rd / Campbell Ave Intersection		City of Tucson	
Golf Links Rd / Wilmot Rd Intersection		City of Tucson	
Irvington Rd / Calle Santa Cruz Intersection		City of Tucson	
Various Bus Pullout Packages		City of Tucson	
Speedway Blvd: Camino Seco to Houghton Rd		City of Tucson	
Kolb Rd Extension to Sabino Canyon Rd - Phase 1		City of Tucson	
Downtown Links: 8th St Drainage		City of Tucson	
La Cañada Dr: Ina Rd to Calle Concordia		Pima County	
Tanque Verde Rd: Catalina Hwy to Houghton Rd		Pima County	
Houghton Rd / Sahuarita Rd Intersection		Pima County	
La Cholla Blvd: Ruthrauff Rd to River Rd		Pima County	
I-19 Frontage Rd: Canoa Ranch Rd to Continental Rd		Pima County	
Sunrise Rd: Craycroft Rd to Kolb Rd		Pima County	
Valencia Rd: Cardinal to Westover		Pima County	
Magee Rd / Cortaro Farms Rd: La Cañada Dr to Mona Lisa Rd		Pima County	
Twin Peaks Rd: Silverbell Rd to I-10		Marana	
Twin Peaks Rd (Camino de Mañana): Linda Vista Blvd to Tangerine Rd		Marana	
Sahuarita Rd: I-19 to La Villita Rd		Sahuarita	
<b>Projects Currently Under Construction</b>		<b>Projects Currently Under Planning &amp; Design</b>	
I-10: Prince Rd to Ruthrauff Rd		ADOT	
Tucson Modern Streetcar		City of Tucson	
Downtown Links: I-10 to Church Ave		City of Tucson	
22nd St / Kino Pkwy Overpass		City of Tucson	
Houghton Rd: Irvington Rd to Valencia Rd		City of Tucson	
Grant Rd / Oracle Rd Intersection		City of Tucson	
Various Bus Pullout Packages		City of Tucson	
La Cholla Blvd: Overton Rd to Magee Rd		Pima County	
Magee Rd / Cortaro Farms Rd: Mona Lisa Rd to Thornydale Rd		Pima County	
La Cañada Dr: River Rd to Ina Rd		Pima County	
Ina Rd / Oracle Rd Intersection		Pima County	
Sahaurita Rd: La Villita Rd to Country Club Rd		Sahuarita	
		<b>Projects Anticipating Construction in 2013</b>	
		Houghton Rd: Broadway Blvd Intersection	
		City of Tucson	
		Houghton Rd: Broadway Blvd to 22nd St	
		City of Tucson	
		Kolb Rd Extension to Sabino Canyon Rd - Phase 2	
		City of Tucson	
		Various Bus Pullout Packages	
		City of Tucson	
		Magee Rd: La Cañada Dr to Oracle Rd	
		Pima County	
		Valencia Rd: Alvernon Way to Wilmot Rd	
		Pima County	
		<b>Projects Currently Under Planning &amp; Design</b>	
		I-10: Ruthrauff Rd to Ina Rd	
		ADOT	
		Downtown Links: Church Ave to 6th St	
		City of Tucson	
		Downtown Links: 6th St to Broadway Blvd	
		City of Tucson	
		Silverbell Rd: Grant Rd to Ina Rd	
		City of Tucson	
		Broadway Blvd: Euclid Ave to Country Club Rd	
		City of Tucson	
		Grant Rd: Stone Ave to Park Ave	
		City of Tucson	
		22nd St: I-10 to Tucson Blvd	
		City of Tucson	
		Houghton Rd: 22nd St to Escalante Rd	
		City of Tucson	
		Houghton Rd: Irvington Rd to Escalante Rd	
		City of Tucson	
		Houghton Rd: Broadway Blvd to Speedway Blvd	
		City of Tucson	
		Houghton Rd: Speedway Blvd to Tanque Verde Rd	
		City of Tucson	
		Houghton Rd: MAC Way to Valencia Rd	
		City of Tucson	
		Houghton Rd: I-10 to MAC Way	
		City of Tucson	
		La Cholla Blvd: Overton Rd to Tangerine Rd	
		Pima County	
		Kolb Rd / Valencia Rd Intersection	
		Pima County	
		Valencia Rd: Wade Rd to Mt Eagle	
		Pima County	
		Valencia Rd: Mark Rd to Wade Rd	
		Pima County	
		Valencia Rd: Wilmot Rd to Kolb Rd	
		Pima County	
		Wilmot Rd: North of Sahaurita Rd	
		Pima County	
		Valencia Rd: Ajo Way to Mt Eagle	
		Pima County	
		Tangerine Rd: Twin Peaks Rd to La Cañada Dr	
		Pima County	
		Tangerine Rd: I-10 to Twin Peaks Rd	
		Marana	
		<b>Future Projects</b>	
		First Ave: River Rd to Grant Rd	
		City of Tucson	
		UPRR Underpass at Grant Rd	
		City of Tucson	
		Irvington Rd: Santa Cruz River to East of I-19	
		City of Tucson	
		Harrison Rd: Bridge Crossing Pantano River	
		City of Tucson	
		Valencia Rd: I-19 to Alvernon Way	
		City of Tucson	
		Valencia Rd: Kolb Rd to Houghton Rd	
		City of Tucson	
		Broadway Blvd: Camino Seco to Houghton Rd	
		City of Tucson	
		22nd St: Camino Seco to Houghton Rd	
		City of Tucson	
		First Ave: Orange Grove Rd to Ina Rd	
		Pima County	
		Sunset Rd: Silverbell Rd to River Rd	
		Pima County	